

**PROVINCIAL GOVERNMENT PARTNERS WITH  
THE CHILD PASSENGER SAFETY PROGRAM TO BOOST  
BOOSTER SEAT CAMPAIGN**

(Burnaby, BC) – The BCAA Traffic Safety Foundation (TSF) is delighted to welcome the Ministry of Children and Family Development as a new partner in the Boost BC public awareness campaign to significantly increase booster seat use in BC. The Child Passenger Safety Program has received \$100,000 in provincial funding to further promote the importance of saving the lives of children through the Boost BC child passenger safety campaign.

“The BCAA Traffic Safety Foundation appreciates the opportunity to work closely with the provincial government in this life saving road safety program” stated Foundation executive director Allan Lamb. “Parents of course want their children to be safe and this partnership and education program will help parents make the right and safe decision when transporting children,” said Lamb

Each year approximately 860 children (approximately the size of two elementary schools) aged four-to-eight are seriously injured or killed in traffic crashes each year in BC. Standard vehicle seatbelt systems are generally not designed for children less than 145 cm and weighing less than 36 kg – on average, children younger than nine years of age. Out-of-position lap belts can cause serious internal injuries and studies have shown that children restrained in seat belts alone are three times more likely to be injured in a motor vehicle collision than children in age-appropriate restraints.

In her announcement today, the Minister of State for Child Care Linda Reid said she would like the use of booster seats for children between 40 and 80 lbs. become as normal a part of the routine when travelling in the car as using bike helmets are when riding your bike. "Booster seats save lives," said Linda Reid. "Let's all make a commitment today to this very important safety measure."

Booster seats reduce the risk of serious injury and death by up to 60% but currently in BC, only 18% of children four to eight years are properly restrained in passenger vehicles using a booster seat. The Boost BC campaign is part of the Child Passenger Safety Program, a jointly funded program between TSF and ICBC. The campaign will focus on providing children in this age category and their families with information about the importance and benefits of booster seats. The campaign objective is to make booster seats the norm for children 4 to 8 years of age by educating parents about the needs and benefits of booster seats, and making children more accepting of booster seat use. This message will be delivered throughout the province in elementary schools, on Knowledge Network and via other media outlets..

For further information contact the BCAA TSF directly at 1-877-247-5551 (toll free in BC) or by visiting [www.BoostBC.ca](http://www.BoostBC.ca).

- 30 -

**Editors notes:**

Available Video: B-roll available of crash test dummy with no booster seat / lap and shoulder belt only.

Available for Interview: David Dunne, Director, Provincial Programs

**For further information, please contact:**

Lennea Durant  
Media Relations  
BCAA Traffic Safety Foundation  
604-875-1182  
[lenneadurant@shaw.ca](mailto:lenneadurant@shaw.ca)

David Dunne  
Director, Provincial Programs  
BCAA Traffic Safety Foundation  
604-297-2152  
[david.dunne@bcaa.com](mailto:david.dunne@bcaa.com)